



# Moving Mountains: Lessons in Leadership and Logistics from the Gulf War

*William G. Pagonis, Jeffrey L. Cruikshank*

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"Business Week" described the Gulf War as "the largest military logistics operation in history", entailing an unprecedented deployment of troops and supplies halfway around the world. Here is a firsthand account of the supply effort that led to the dramatic Allied victory in the Gulf, written by the general who spearheaded the remarkable undertaking. General Pagonis recounts the Gulf War from the first fateful telephone call, to the mobilization of 550,000 troops and the shipment of 7,000,000 tons of supplies, to the enormously complex challenge of bringing home a half million soldiers and their equipment. Numerous leadership and logistics lessons can be gleaned from his experience. Pagonis describes his battlefield innovations as well as his inspirational leadership style. Using historical examples and current business practice, he makes a strong case for better leadership and better logistics, both in the military and in the private sector. In the Gulf War, leadership and logistics came together, and extraordinary goals were achieved. Pagonis demonstrated what senior managers of world-class companies now recognize: good logistics is an important source of competitive advantage. "Moving Mountains" offers lessons for all organizations facing major operational challenges.

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